

Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1. (Currently Amended) A computer-controlled method for managing and distributing sets of offer data comprising:

preparing sets of offer data characterizing a plurality of offers, each set of offer data being associated with a targeted individual and one of a plurality of channels for presenting sets of offer data to the targeted individual, wherein the plurality of channels includes direct channels and indirect channels;

selecting from the sets of offer data a number of sets of offer data for presenting to the individuals associated with those sets of offer data, including for at least some individuals, selecting from multiple sets of offer data associated with each of those individuals, the selection being based on a rule-based engine executing offer data processing rules to determine which sets of offer data can be sent to each of those individuals, the data processing rules including an internal set of pre-defined rules governing overall operation of the rule-based engine, the offer data processing rules being selected from the group consisting of prioritization rules, selection rules, and time-based rules, selecting from the sets of offer data includes allocating capacity of the plurality of channels to the selected offers; and

presenting the selected sets of offer data to the associated individuals over the associated ones of the plurality of channels.

2-16. (Cancelled)